Advertising Techniques Used to Portray a Company’s Humane Treatment of Animals

By: Courtney Bell

Central Michigan University

ABSTRACT: Here I will write a summary of my paper. (Paragraph, main idea, main arguing points etc.) I studied, I have researched, my conclusion was that.

KEYWORDS: *humane, inhumanity, SeaWorld,*

Advertising Techniques Used to Portray a Company’s Humane Treatment of Animals

“Can you imagine being in a small concrete enclosure for your life when you’re used to swimming 100 miles a day(Blackfish)?” Several exotic animals are forced into captivity for no other reason than human entertainment. Despite the fact that some of these animals live in such gruesome conditions, others are supported and live a life that is completely opposite. There are several views about Seaworld, Zoos, Aquariums, Wildlife preserves, and animal testing. All of these companies use a variety of techniques to advertise their humane treatment of animals.

There are several different views about Seaworld. For example, some believe that Seaworld is a place of fun, adventure, and awe. Others may say that these animals such as whales and dolphins are being tortured. Although these views may differ, the Seaorld company itself advertises it’s company as “humane.” They attempt to evoke emotions in their audeince by stating that they are giving their animals a second chance at life. In addition, the say that no one loves their animals more than they do. They also advertise how much money they have put into the habitats of these animals. In addition to their own animals, they advertise the high number of animals that they have rescued that do not live in their facilities. For example, they have an orangutang treatment to help conserve the orangutan species. Although Seaworld advertises these things, not everyone agrees with them.

In the movie Blackfish, undercover work was performed in order to establish the truth about how Seaworld treats its animals. Throughout the movie, Seaworld is exposed. The movie showcases how these animals are plucked out of the wild and forced into their facilities. In addition, the movie shows certain acts of fear and distress that the whales in the facility perform. These characteristics of distress include a slumped dorsal fin, and a large amount of vocal distress. Several other extreme scenes can be scene in the movie Blackfish which reveals Seaworld's true treatment of animals.

Is there a difference between an aquarium such as Seaworld and a zoo such as our very own Detroit zoo? Several zoo’s advertise their humane treatment of animals by being apart of the species survival plan. This plan is put in place to replenish animals that are becoming extinct in the wild. Several zoos put this plan in place for several of the animals in their facility. Animals in the Detroit zoo specifically include: red panda, amur tiger, and grey wolf. Several zoos advocate for animal welfare as well. Advocating for animal welfare, and advertising the species survival plan are ways that zoo’s advertise their humane treatment of animals.

In addition to zoo and aquariums, such things such as “wildlife preserves” exist. These preserves normally own a great amount of land that animals can thrive in. Such preserves advertise world class care and state of the art animal habitats. In these preserves, animals are likely to be in an environment that is similar to their home. They are also in a more relaxed setting. For example, at the Out of Africa Wildlife Preserve, the Giraffes and Zebras roam together in a great amount of land. These animals would likely be together in their natural habitat, with a large amount of land. A wildlife preserve promotes their humane treatment of animals through their animal care. They take audiences on tours and mention how they care for their animals and how they attempt to replicate the animal's natural habitat in order to give them the best life possible. A preserve called Chimp Haven, is a wildlife preserve where many chimpanzees from various backgrounds call it home. These chimps have been through a range of circumstances. Several of these chimps are victims of animal testing. Other chimpanzees are from the wildlife trafficking business.

It has been debated if animal testing is humane or inhumane. PETA, is a company that advertises the harsh brutality that animals face in order to evoke emotions in their audiences and encourage people to stand up against animal abuse. Several hair care and body products are tested on animals such as chimpanzees, rabbits, and rats. As mentioned earlier, other chimpanzees are victims of the wildlife trafficking business. The wildlife trafficking business is unfortunately one of the most successful businesses in the world which falls just below drug and gun trafficking. Animals are forced into the exotice animal trade as babies. For example, big cat cubs are generally stuffed into bags and thrown on a plane where they are normally malnourished once they meet their destination. This is true for armadillos as well. In order to make armadillos sell for more money, they inject cement into their bodies to make them weigh more and make up for the weight loss from the malnourishment. This represents the inhuane treatment of animals. There is nothing humane about this act of violence. Other animals such as gorillas, chimpanzees, and rhinos are poached in the wild and sold on the black market.

Many people question the humanity of housing exotic animals. This type of housing can mean a variety of things. Some people house animals in their backyards that they have received  from the exotic animal trade or wildlife trafficking. It is legal in some states to own exotic animals. Although it is legal, it is not always humane. Many of these animals live in awful conditions such as small cages where they are forced to live in their own urine and feces. They are often malnourished and develop several diseases.

Animals in the food industry often develop diseases and are forced to live in similar conditions to these. Animals such as chickens get their beaks cut off so they cannot poke and prod at each other while they are force fed and live in conditions such as a small cage no bigger than a microwave with 10 other chickens their same size. Pigs are often hung and their throats are slit and they bleed to death. Animals such as cows are impregnated, milked continuously, and force fed. Many times this inhumane treatment of animals is not advertised- unfortunately.

All companies advertise their own unique treatment of animals. The way they go about this situation varies. Some companies attempt to evoke emotion in their audiences. These emotions vary. Some companies will attempt to evoke emotions such as comfort and encouragement for the company itself. Other companies attempt to evoke fear, sympathy, and sometimes anger to fight against the inhuman treatment of animals.